

Greatest Minds *of the* Old World in the New York American

GREAT BRITAIN

GEORGE BERNARD SHAW

Author of "Superman," political satirist

ISRAEL ZANGWILL

Europe's Leading Zionist

DUCHESS OF WESTMINSTER

Conservative aristocrat of the old nobility

COUNTESS MARKIEWICZ

Imprisoned for two years as Irish patriot

VISCOUNT GREY

British Ambassador to United States

SIR OLIVER LODGE

World authority on psychic phenomena

SIR ARTHUR CONAN DOYLE

Leader in modern spiritualistic thought

SIR HORACE PLUNKET

President of Irish Conciliatory Conference

WINSTON CHURCHILL

Former First Lord of the Admiralty

GILBERT K. CHESTERTON

Brilliant essayist, critic and journalist

AUSTRIA

COUNT CZERNIN

Former Premier

PROFESSOR LAIN MASCH

Member of the Hague Tribunal

ITALY

VITTORIO ORLANDO

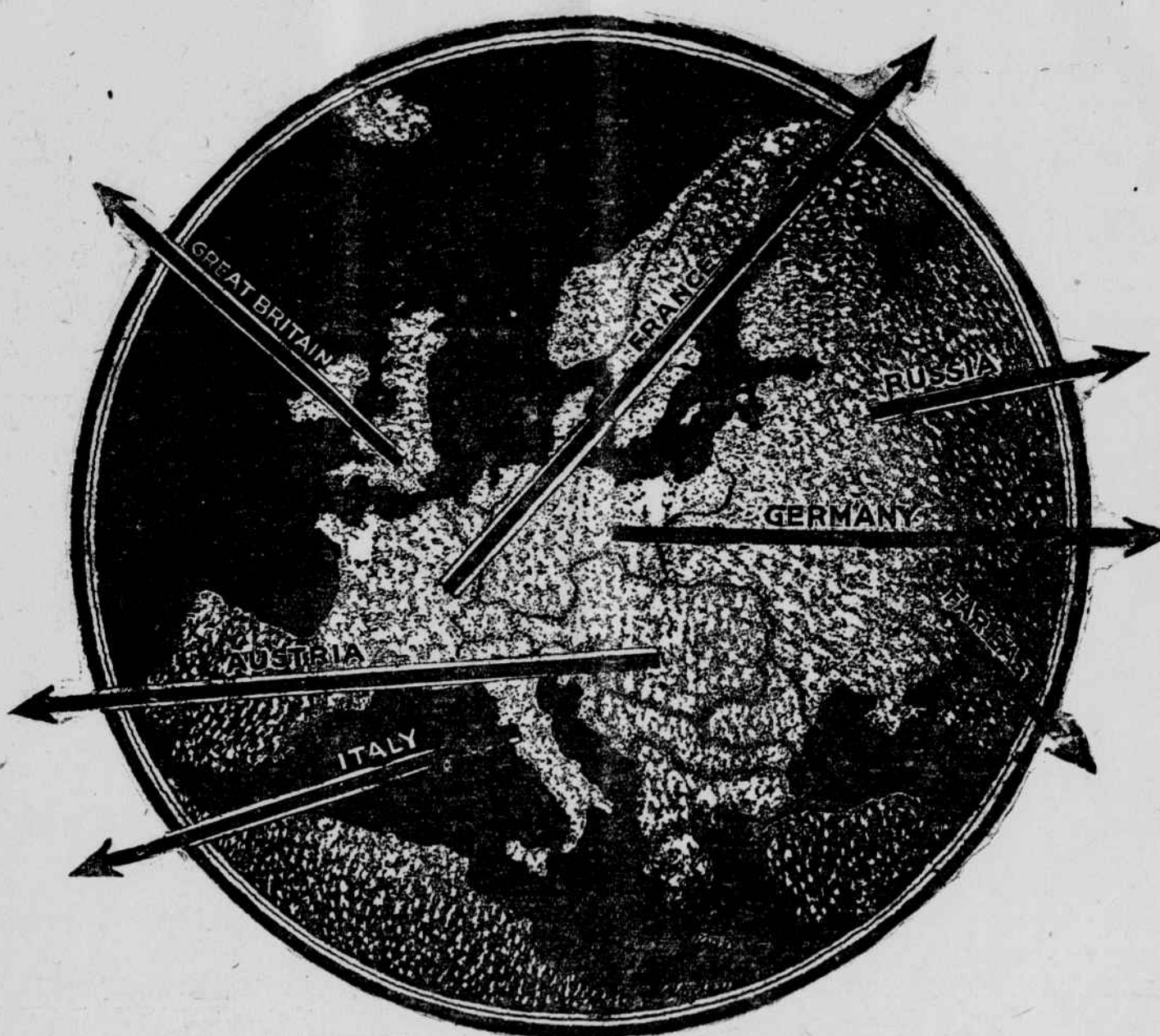
Leader for Italy at Peace Conference

GABRIEL D'ANNUNZIO

Poet, Aviator, leader of Fiume expedition

GUGLIELMO FERRERO

Italy's noted modern historian



FRANCE

RENE VIVIANI

Former Premier

DR. MAX NORDAU

Officer of the French Academy

JEAN FIVOT

Editor of La Raine

ALFRED COPUS

Member of the French Academy

ANDRE TARDIEU

Former High Commissioner to U. S.

STEPHEN LAUSANNE

Editor of Le Matin, U. S. Commissioner

RUSSIA

COUNT ILYA TOLSTOY

Son and literary heir of famous Tolstoy

GERMANY

MAXIMILIAN HARDEN

Liberal editor most feared by Government

COUNT VON REVENTLOW

Violent advocate of Pan Germanism

GENERAL VON BERNHARDI

Author of "Germany and the Next War"

FAR EAST

BARON GIOTO

Former Foreign Minister of Japan

CAISON C. CHANG

Professor of International Law

Pekin University

MARQUIS OKUMA

Former Prime Minister of Japan

IN the New York American, Daily and Sunday, you find a message direct to you from the great men who are making world's history. The real rulers of today are progressive. Because the New York American is the progressive newspaper—and its readers progressive men and women—these men choose the American to speak to Americans. Through it Leaders in the Old world address themselves to the leaders of action in the New.

ALMOST any newspaper will satisfy the old-time reader who wants merely a comfortable review of the happenings of the day. But the people of New York are progressive. And thousands of these more alert New Yorkers choose the American because they want a newspaper that makes them think.

Leaders in thought and action themselves—in business and in the advancement of their community—they wish to keep abreast with the leading thinkers of the whole world.

That is the reason why the New York American has so regularly so many more contributors of international repute than any other newspaper in America.

And it is also the reason why so many thousand progressive, forward-looking Americans prefer the New York American to all other newspapers.

If you are not interested in progress in your own and other countries, you may not like the New York American.

If you don't care how the important questions of the day are decided, you may not like the New York American.

If you let others form your opinions for you—or are willing to have no opinions at all—you may not like the New York American.

But if you are alert—

If you want to know what the ablest leaders think on both sides of public questions—

If you want to talk and act with more than average intelligence on the bigger issues of the day, you too, will want to read the

ADVERTISING, too, is important news to the progressives who read the New York American. Their habits are not fixed. They are making money and spending money. They are young—building homes and buying for homes.

They read advertising regularly because it contains suggestions of the things they need—new things they do not have—but want to buy. They are open minded, responsive to suggestion.

Your old-fashioned newspaper reader, on the other hand, is settled in his habits. His home is established. He has bought the things he needs. And for what he does buy he goes to his regular shop, and buys what he began to buy when he was young. He is hardly open to advertising!

Because the New York American and its readers are so progressive, more and more shrewd advertisers are finding it their most profitable advertising medium.

A Progressive Paper
for
Progressive People

CHARACTER QUALITY ENTERPRISE ACCURACY
New York American
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

Largest Circulation
in
America